

AMENDMENT TO THE CLAIMS

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Please amend the claims as follows:

Claims 1 – 48 (Cancelled)

49. (Currently Amended) A computerized method for determining an advertisement ~~from among a plurality of advertisements~~ in response to an advertising opportunity, wherein the advertising opportunity is an opportunity to place the advertisement on a web page subsequent to a request for the web page by a viewer utilizing a browser, the computerized method comprising:

receiving in a computer network an indication of the advertising opportunity; and

in response to receiving the indication:

selecting in a computer the advertisement from among a plurality of advertisements associated with advertisers bidding in real time to fulfill the advertising opportunity.

50. (Currently Amended) The method of claim 49, wherein the indication of the advertising opportunity is ~~received from~~ initiated by the browser sending [[an HTML]] a reference in the web page.

Claims 51 – 61 (Cancelled)

62. (Currently Amended) A method implemented in a computer system for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to

provide for fulfilling the each advertising opportunity, the each advertising opportunity being an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the method comprising:

storing in the computer system a plurality of sets of bidding parameters, each set of bidding parameters being associated with one or more of the plurality of advertisements and an advertiser, the each the plurality of advertisements, each of the plurality of advertisements being associated with one of a plurality of sets of bidding parameters, the associated set of bidding parameters being indicative of whether the associated advertiser is desirous that a bid should be submitted for providing [[the each]] one of the associated one or more of the plurality of advertisements for fulfilling the each advertising opportunity;

receiving in the computer system an indication of the request for content, thereby presenting the each advertising opportunity; and in response to the request for content:

submitting in the computer system one or more bids, each submitted bid being based on one of the sets of bidding parameters, the one of the sets of bidding parameters being met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters, is associated with [[indicative of]] a monetary amount [[billable to]] that an advertiser associated with the each submitted bid is willing to pay if the each submitted bid is selected and a specific event occurs, upon occurrence of a specific event associated with an advertisement associated with the each submitted bid, the advertisement being one of the plurality of advertisements associated with the one of the sets of bidding parameters;

selecting in the computer system a bid from among the submitted bids;
and

identifying in the computer system an advertisement one of the plurality of advertisements associated with the selected bid,
whereby the identified advertisement is determined by a bidding process.

63. (Currently Amended) The method of claim 62, wherein the monetary amount associated with [[indicated by]] each of the submitted bids is included in the each of the submitted bids.

64. (Currently Amended) The method of claim 62, wherein the specific event [[upon]] for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the [[indicated by]] each of the submitted bids[[is billable]], is a same event type for [[each]] all of the submitted bids.

65. (Currently Amended) The method of claim 62, wherein the specific event [upon] for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the [[indicated by]] at least one of the submitted bids is billable, is when the, is a serving of an advertisement associated with the at least one of the submitted bids, [[is served]] to the browser in fulfillment of the each advertising opportunity.

66. (Currently Amended) The method of claim 65, wherein the specific event [upon] for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the [[indicated by]] each of the

submitted bids is billable, is when the, is a serving of an advertisement associated with the each of the submitted bids, [[is served]] to the browser in fulfillment of the each advertising opportunity.

67. (Previously Presented) The method of claim 62, wherein the request for content by the browser is an HTTP request.

68. (Previously Presented) The method of claim 67, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

69. (Previously Presented) The method of claim 68, wherein the request for content by the browser is caused by a reference in the web page.

70. (Previously Presented) The method of claim 63, wherein the request for content by the browser is an HTTP request.

71. (Previously Presented) The method of claim 70, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

72. (Previously Presented) The method of claim 71, wherein the request for content by the browser is caused by a reference in the web page.

73. (Previously Presented) The method of claim 64, wherein the request for content by the browser is an HTTP request.

74. (Previously Presented) The method of claim 73, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

75. (Previously Presented) The method of claim 74, wherein the request for content by the browser is caused by a reference in the web page.

76. (Previously Presented) The method of claim 65, wherein the request for content by the browser is an HTTP request.

77. (Previously Presented) The method of claim 76, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

78. (Previously Presented) The method of claim 77, wherein the request for content by the browser is caused by a reference in the web page.

79. (Previously Presented) The method of claim 66, wherein the request for content by the browser is an HTTP request.

80. (Previously Presented) The method of claim 79, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

81. (Previously Presented) The method of claim 80, wherein the request for content by the browser is caused by a reference in the web page.

82. (Currently Amended) The method of claim 67, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

83. (Currently Amended) The method of claim 68, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

84. (Currently Amended) The method of claim 69, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

85. (Currently Amended) The method of claim 70, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

86. (Currently Amended) The method of claim 71, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

87. (Currently Amended) The method of claim 72, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

88. (Currently Amended) The method of claim 73, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

89. (Currently Amended) The method of claim 74, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

90. (Currently Amended) The method of claim 75, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

91. (Currently Amended) The method of claim 76, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

92. (Currently Amended) The method of claim 77, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

93. (Currently Amended) The method of claim 78, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

94. (Currently Amended) The method of claim 79, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

95. (Currently Amended) The method of claim 80, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

96. (Currently Amended) The method of claim 81, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

97. (Currently Amended) The method of claim 67, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

98. (Currently Amended) The method of claim 68, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

99. (Currently Amended) The method of claim 69, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

100. (Currently Amended) The method of claim 70, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

101. (Currently Amended) The method of claim 71, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

102. (Currently Amended) The method of claim 72, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

103. (Currently Amended) The method of claim 73, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

104. (Currently Amended) The method of claim 74, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

105. (Currently Amended) The method of claim 75, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

106. (Currently Amended) The method of claim 76, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

107. (Currently Amended) The method of claim 77, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

108. (Currently Amended) The method of claim 78, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

109. (Currently Amended) The method of claim 79, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

110. (Currently Amended) The method of claim 80, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

111. (Currently Amended) The method of claim 81, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

112. (Previously Presented) The method of claim 62, wherein each submitted bid is associated with a bidding agent, wherein the each bidding agent submits the each submitted bid.

113. (Currently Amended) The method of claim 62, wherein each submitted bid includes a reference to [the] an advertisement associated with the each submitted bid.

114. (Currently Amended) A system for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the each advertising opportunity, wherein the each advertising opportunity is an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the system comprising:

a computer system having stored thereon:
the plurality of advertisements;
a plurality of sets of bidding parameters, each set of bidding parameters being associated with one or more of the plurality of advertisements and an advertiser, the each for each of the plurality of advertisements, an associated set of bidding parameters, wherein the associated set of bidding parameters [[is]] being indicative of whether the associated advertiser is desirous that a bid should be submitted for providing [[the each]] one of the associated one or more of the plurality of advertisements for fulfilling the each advertising opportunity;

programming computer readable code for receiving an indication of the request for content, thereby presenting the each advertising opportunity;

programming computer readable code for submitting, in response to the request for content, one or more bids, wherein each submitted bid is based on one of the sets of bidding parameters, wherein the one of the sets of bidding parameters is met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters, is associated with [[indicative of]] a monetary amount [[billable to]] that an advertiser associated with the each submitted bid is willing to pay if the each submitted bid is selected and a specific event occurs; upon occurrence of a specific event associated with an advertisement associated with the each submitted bid, the advertisement being one of the plurality of advertisements associated with the one of the sets of bidding parameters;

programming computer readable code for selecting a bid from among the submitted bids; and

programming computer readable code for identifying an advertisement one of the plurality of advertisements associated with the selected bid,

whereby the system determines the identified advertisement by a bidding process.

115. (Currently Amended) The system of claim 114, wherein the monetary amount [[indicated by]] associated with each of the submitted bids is included in the each of the submitted bids.

116. (Currently Amended) The system of claim 114, wherein the specific event [upon] for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount [[indicated by]] associated with the each of the

submitted bids [[is billable]], is a same event type for [[each]] all of the submitted bids.

117. (Currently Amended) The system of claim 114, wherein the specific event [upon] for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the [[indicated by]] at least one of the submitted bids ~~is billable, is when the, is a serving of an~~ advertisement associated with the at least one of the submitted bids, [[is served]] to the browser in fulfillment of the each advertising opportunity.

118. (Currently Amended) The system of claim 117, wherein the specific event [upon] for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the [[indicated by]] each of the submitted bids ~~is billable, is when the, is a serving of an~~ advertisement associated with the each of the submitted bids, [[is served]] to the browser in fulfillment of the each advertising opportunity.

119. (Previously Presented) The system of claim 114, wherein the request for content by the browser is an HTTP request.

120. (Previously Presented) The system of claim 119, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

121. (Previously Presented) The system of claim 120, wherein the request for content by the browser is caused by a reference in the webpage.

122. (Previously Presented) The system of claim 115, wherein the request for content by the browser is an HTTP request.

123. (Previously Presented) The system of claim 122, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

124. (Previously Presented) The system of claim 123, wherein the request for content by the browser is caused by a reference in the webpage.

125. (Previously Presented) The system of claim 116, wherein the request for content by the browser is an HTTP request.

126. (Previously Presented) The system of claim 125, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

127. (Previously Presented) The system of claim 126, wherein the request for content by the browser is caused by a reference in the web page.

128. (Previously Presented) The system of claim 117, wherein the request for content by the browser is an HTTP request.

129. (Previously Presented) The system of claim 128, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

130. (Previously Presented) The system of claim 129, wherein the request for content by the browser is caused by a reference in the webpage.

131. (Previously Presented) The system of claim 118, wherein the request for content by the browser is an HTTP request.

132. (Previously Presented) The system of claim 131, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

133. (Previously Presented) The system of claim 132, wherein the request for content by the browser is caused by a reference in the webpage.

134. (Currently Amended) The system of claim 119, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

135. (Currently Amended) The system of claim 120, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

136. (Currently Amended) The system of claim 121, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

137. (Currently Amended) The system of claim 122, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

138. (Currently Amended) The system of claim 123, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

139. (Currently Amended) The system of claim 124, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

140. (Currently Amended) The system of claim 125, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

141. (Currently Amended) The system of claim 126, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

142. (Currently Amended) The system of claim 127, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

143. (Currently Amended) The system of claim 128, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

144. (Currently Amended) The system of claim 129, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

145. (Currently Amended) The system of claim 130, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

146. (Currently Amended) The system of claim 131, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

147. (Currently Amended) The system of claim 132, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

148. (Currently Amended) The system of claim 133, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

149. (Currently Amended) The system of claim 119, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

150. (Currently Amended) The system of claim 120, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

151. (Currently Amended) The system of claim 121, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

152. (Currently Amended) The system of claim 122, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

153. (Currently Amended) The system of claim 123, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

154. (Currently Amended) The system of claim 124, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

155. (Currently Amended) The system of claim 125, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

156. (Currently Amended) The system of claim 126, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

157. (Currently Amended) The system of claim 127, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

158. (Currently Amended) The system of claim 128, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

159. (Currently Amended) The system of claim 129, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

160. (Currently Amended) The system of claim 130, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

161. (Currently Amended) The system of claim 131, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

162. (Currently Amended) The system of claim 132, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

163. (Currently Amended) The system of claim 133, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

164. (Previously Presented) The system of claim 114, wherein each submitted bid is associated with a bidding agent, wherein the each bidding agent submits the each submitted bid.

165. (Currently Amended) The system of claim 114, wherein each submitted bid includes a reference to [[the]] an advertisement associated with the each submitted bid.

166. (Currently Amended) A method implemented in a computer system for determining in response to each advertising opportunity of a plurality of

advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity, the each advertising opportunity being an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the method comprising:

receiving in the computer system an indication of the request for content, thereby presenting the each advertising opportunity; and in response to the request for content:

determining in the computer system one or more bids, each determined bid being associated with one or more of the plurality of advertisements and [[being indicative of]] a monetary amount an advertiser associated with the each determined bid is willing to pay for the each determined bid to be selected and a specific event to occur billable to an associated advertiser upon occurrence of a specific event associated with the one of the plurality of advertisements;

selecting in the computer system a bid from among the determined bids;

identifying in the computer system one of the one or more of the plurality of advertisements associated with the selected bid; and

serving the identified advertisement to the browser,
whereby the identified advertisement is determined by a bidding process.

167. (Currently Amended) The method of claim 166, wherein the monetary amount [[indicated by]] associated with each of the determined bids is included in the each of the determined bids.

168. (Currently Amended) The method of claim 166, wherein the specific event [upon] for which the the advertiser associated with each of the determined bids is willing to pay the monetary amount [[indicated by]] associated with the each of the determined bids, ~~is billable~~ is a same event type for [[each]] all of the determined bids.

169. (Currently Amended) The method of claim 166, wherein the specific event [upon] for which the advertiser associated with at least one determined bid is willing to pay the monetary amount [[indicated by]] associated with the at least one [of the] determined bid[[s]] ~~is billable, is when the a serving of an~~ advertisement associated with the at least one [of the] determined bid[[s]] ~~is served~~ to the browser in fulfillment of the each advertising opportunity.

170. (Currently Amended) The method of claim 169, wherein the specific event [upon] for which the advertiser associated with each determined bid is willing to pay the monetary amount [[indicated by]] associated with the each [[of the]] determined bid[[s]] ~~is billable, is when the a serving of an~~ advertisement associated with the each [[of the]] determined bid[[s]] ~~is served~~ to the browser in fulfillment of the each advertising opportunity.

171. (Previously Presented) The method of claim 166, wherein the request for content by the browser is an HTTP request.

172. (Previously Presented) The method of claim 171, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

173. (Previously Presented) The method of claim 172, wherein the request for content by the browser is caused by a reference in the web page.

174. (Previously Presented) The method of claim 167, wherein the request for content by the browser is an HTTP request.

175. (Previously Presented) The method of claim 174, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

176. (Previously Presented) The method of claim 175, wherein the request for content by the browser is caused by a reference in the web page.

177. (Previously Presented) The method of claim 168, wherein the request for content by the browser is an HTTP request.

178. (Previously Presented) The method of claim 177, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

179. (Previously Presented) The method of claim 178, wherein the request for content by the browser is caused by a reference in the web page.

180. (Previously Presented) The method of claim 169, wherein the request for content by the browser is an HTTP request.

181. (Previously Presented) The method of claim 180, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

182. (Previously Presented) The method of claim 181, wherein the request for content by the browser is caused by a reference in the web page.

183. (Previously Presented) The method of claim 170, wherein the request for content by the browser is an HTTP request.

184. (Previously Presented) The method of claim 183, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

185. (Previously Presented) The method of claim 184, wherein the request for content by the browser is caused by a reference in the web page.

186. (Currently Amended) The method of claim 171, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

187. (Currently Amended) The method of claim 172, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

188. (Currently Amended) The method of claim 173, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

189. (Currently Amended) The method of claim 174, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

190. (Currently Amended) The method of claim 175, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

191. (Currently Amended) The method of claim 176, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

192. (Currently Amended) The method of claim 177, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

193. (Currently Amended) The method of claim 178, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

194. (Currently Amended) The method of claim 179, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

195. (Currently Amended) The method of claim 180, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

196. (Currently Amended) The method of claim 181, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

197. (Currently Amended) The method of claim 182, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

198. (Currently Amended) The method of claim 183, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

199. (Currently Amended) The method of claim 184, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

200. (Currently Amended) The method of claim 185, wherein the selection of the selected bid is based on the selected bid [[indicating]] being associated with a highest monetary amount.

201. (Currently Amended) The method of claim 171, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

202. (Currently Amended) The method of claim 172, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

203. (Currently Amended) The method of claim 173, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

204. (Currently Amended) The method of claim 174, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

205. (Currently Amended) The method of claim 175, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

206. (Currently Amended) The method of claim 176, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

207. (Currently Amended) The method of claim 177, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

208. (Currently Amended) The method of claim 178, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

209. (Currently Amended) The method of claim 179, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

210. (Currently Amended) The method of claim 180, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

211. (Currently Amended) The method of claim 181, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

212. (Currently Amended) The method of claim 182, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

213. (Currently Amended) The method of claim 183, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

214. (Currently Amended) The method of claim 184, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

215. (Currently Amended) The method of claim 185, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

216. (Previously Presented) The method of claim 166, wherein each determined bid is associated with a bidding agent, wherein the each bidding agent determines the each determined bid.

217. (Currently Amended) The method of claim 166, wherein each determined bid includes a reference to [[the]] an advertisement associated with the each determined bid.

218. (Currently Amended) The method of claim 49, wherein each bidding advertiser is associated with a bid, the bid [[indicating]] being associated with a

monetary amount [[billable to]] the each bidding advertiser is willing to pay if one of the plurality of advertisements an advertisement associated with the each bidding advertiser is selected and a specific event occurs served to the browser.

219. (New) The method of claim 218, wherein the specific event is a serving of the advertisement associated with the each bidding advertiser to the browser.

220. (New) The method of claim 218, wherein the selected advertisement is associated with a bid that is associated with a highest monetary amount.

221. (New) The method of claim 218, wherein the selected advertisement is associated with a bid that is determined in the computer system as having a highest beneficial value.

222. (New) The method of claim 219, wherein the selected advertisement is associated with a bid that is associated with a highest monetary amount.

223. (New) The method of claim 219, wherein the selected advertisement is associated with a bid that is determined in the computer system as having a highest beneficial value.

224. (New) The method of claim 218, wherein each bid is associated with a bidding agent.

225. (New) The method of claim 218, wherein each bid includes a reference to an advertisement associated with the each bid.

226. (New) The method of claim 62, wherein predetermined information about a viewer utilizing the browser is stored in the computer system.

227. (New) The system of claim 114, wherein predetermined information about a viewer utilizing the browser is stored in the computer system.